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Ad No. TT-349-NOTHING HALFWAY ABOUT IT-Req.No.72457-Page-(7" x 10")-B&W-Trade Magazines, 1983
Printed in U.S.A.

Nothing halfway about it.

MERIT

MERIT. America's number 1 free-standing low tar brand continues to be a proven profit and volume leader.

MERIT. The cigarette that changed millions of minds and rewrote the book on cigarette-making.

Today, the MERIT era is in full swing, so don't be caught short. MERIT and MERIT ULTRA LIGHTS are changing the future of smoking.

Year after year, Philip Morris outgrows the rest of the industry combined. USA PHILIP MORRIS

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